

Create a Business Card for World Travel Agency

In this lesson, students will design and create a business card for their world travel agency, using AppleWorks drawing tools. They will include graphic images from the AppleWorks clippings library, from the internet, and/or from a clip art page provided in the 6th Grade Files folder on the hard drive of the lab computers.

The teacher will demonstrate relevant drawing skills while students perform the skills at their computers. After practicing the skills, students will design and create a business card on a template business card page. They will then group the objects that comprise the card, and will duplicate the card. They will paste it multiple times onto the template page.

Teachers may then have students print the FINAL document on business card stock, which is provided by your instructional technology specialist.

Skills Reviewed/Reinforced in this lesson (*items will be tested for mastery in this bi-grade period)

A16a	launch and operate the spell check feature.
A18a	select text or objects and perform copy, cut and paste functions
B1a	use touch typing techniques with a speed and accuracy that makes typing more productive than handwriting
B1b	touch type with speed and accuracy sufficient to remove keyboarding skill as a barrier to computer use.
* F1a	draw objects using the line, rectangle, rounded rectangle, and oval
* F1b	select objects using the arrow tool.
* F2a	move an object on the drawing
* F2b	make an identical object using the duplicate command
* F2c	remove an object using the delete key.
* F3a	resize/reshape an object by dragging the handle
* F6a	add clip art to a document from a clip art library
J5a	create a text frame and manipulate its size, shape and location in a document

Skills Introduced in this lesson

* F3b	rotate an object using the Free Rotate command
* F4a	change the thickness and color of an object's border or line
* F4b	change the color and pattern or gradient of an object's fill
* F5a	select multiple objects and group them into one object
* F5b	select an object made of grouped objects and ungroup it.
* F6b	insert clip art from a graphic file or from another document using copy/paste.

Competencies Applied in this lesson

A12	Connect to and disconnect from file servers
A15	Set fonts, sizes and styles
A6	Navigate in the desktop and menu environment
A7	Save and delete files
A8	Set page setup & print

Prior Knowledge/Experiences

In grade 3, students used drawing tools to create Venn diagrams. In grade 4, they created concept webs, and in grade 5, they created tessellations AND/OR they created a drawing to illustrate the solution to a logic problem.

Related Information

Discuss with students the reason for using the drawing application for this assignment instead of using the word processing application. Although the same tools are available in both applications, the focus of this activity is drawing. Since most of the activity in this lesson is dealing with OBJECTS, it makes sense to use the drawing application, since objects are created by default when drawing.

Show students how to hold down the shift key when changing the size of an image, in order to force the change to be proportional.

Show students how to move layers of objects from Front to Back, or from Back to Front, using the Arrange menu.

PRINTING: The business card SHOULD NOT be printed in color until the FINAL version. Please enforce this with your students. Make sure your students know how to select a black and white printer for the draft version(s). Students should print ONLY ONE color copy, either on card stock or regular paper, but not on both.

A highly recommended website: dgl.microsoft.com is a searchable clip art website. It is an excellent opportunity for students to practice using appropriate search terms to find the clip art they want.

Teacher Information and Preparation

- This lesson is designed for printing 10 business cards on perforated card stock, so that the cards can be easily separated. Card stock is available from the Media office for this purpose. Students MUST create the business card on the Business Card Template if they wish to print on card stock. Teachers may choose to create fewer cards and print to regular paper, if desired.
- Consider logistical issues ahead of time when printing to card stock. (See the last steps of the teacher instructional steps, or consult with the Instructional Technology Specialist in your building.)
- A highly recommended website: dgl.microsoft.com is a searchable clip art website. Copying and pasting from the “thumbnails” produces clipart that is almost “just right” in size for a business card.

An alternate source of clip art for copy/paste is available as a related file. (Business Card Clip Art)

- Duplicate copies of the Student Independent Checklist.

Also available is a copy of the finished product, a sheet of business cards. (Business Card Sample)

- Allow 2-3 days for this project.

Related Files

Business Card Sample

Business Card Clip Art

Business Card Student Check List

Business Card Template

Teacher Instructional Steps

Before proceeding with the lesson, demonstrate to the students how to change from the icon view to the list view of their files while they are in their documents folder. Allow a couple of minutes for them to switch views and to select the view they prefer.

1. Demonstrate the following steps using AppleWorks: Open the business card template. Note that there are 10 rectangles on the template, sized according to the business card stock that may be used for printing, if desired.

Talk about drawing vs word processing for this assignment. Drawing enables students to freely move and resize objects, arrange to front and back, and add text.

***** The following skills should be reviewed by the teacher, while the students perform the steps at their workstations:

2. Demonstrate drawing objects using the line, rectangle, rounded rectangle and oval tools from the tool palette.
3. Select one of the drawn objects, using the arrow tool.
4. Move the selected object on the drawing.
5. Select a different object and make an identical object, using Edit/Duplicate or (Command-D)
6. Select an object and remove it, using the delete key.
7. **Select multiple objects and group them into one object. Select objects by holding the shift key down as you click each object. Alternatively, use the selection tool (the arrow) to gather all of the desired objects inside a “box.” Arrange/Group or use (Command-G) This skill MUST BE taught!!! Please teach both methods of selection.**
8. Select an object made of grouped objects and ungroup it, using Arrange/Ungroup.
9. Create an object and demonstrate how to change the color, pattern, texture and gradient of its fill. Select the object, then click the fill formatting button. Choose the color, thickness and pattern from the palettes.
10. Add clip art to the document from the AppleWorks clippings library (File/Show Clippings), and demonstrate how to copy and paste clip art from the Business Card Clip Art document. Demonstrate the clip art website (dgl.microsoft.com) and show students how to search for clip art appropriate for their business cards. Demonstrate how to copy and paste from the website. (NOTE: the thumbnails are small pieces of clip art that will fit...or almost fit on a business card.)
11. Select an object and resize it by dragging the handle. Remind students to hold the shift key down to keep proportionality.
12. Use the text tool (“A” from the tool palette) to create a text frame. Type some text in the frame; manipulate the size, shape and location of the text frame.
13. Select any text or object and perform copy (Command C), cut (Command X) and paste (Command V) functions, or use the Edit menu to perform the functions.
14. Perform an undo of the most recent action, using Edit/Undo.
15. Spell check the document from Edit/Writing Tools, Check Document, or use the spell check command (Command =).
16. Demonstrate how to move an object to front or to back. Put one object or text on top of another. From Arrange, select Move to Front or Move to Back. NOTE: Move to Front or Move to Back moves objects all the way to the front or back. Move Forward or Move Backward moves objects 1 level forward or backward.
17. Create an object and demonstrate how to change the thickness and color of its border or line. Select the object, then click the pen formatting button. Choose the color, thickness and pattern from the palettes.
18. Select any object on the draw document, and select Free Rotate from the Arrange menu. The cursor will change to a cross.

With the cross, “grab” one of the handles of the object you wish to rotate, and rotate the object to a different orientation. When finished, select Free Rotate again to return to a normal cursor.

19. Manipulate the size, shape and location of any graphic in your draw document.
20. Allow some time for the students to “play” with the drawing tools, before proceeding to the creation of their project.
21. Students should be shown a sample of the completed project (see document entitled Sample Business Cards) This is available in electronic format, to be projected on the screen.
22. Ask the students what is the most efficient way to get 10 cards on the same page. (Create one completely; group the objects, duplicate, and place the duplicates on the page.) Direct them to use this process. They **SHOULD NOT** create ten cards separately! Demonstrate how to group and duplicate. Demonstrate how to place the duplicates on the Business Card Template. Students **MUST** use the template if they intend to print the cards on card stock.
23. Close the practice document. Do not save. Open a new business card template. Save as userid/Business Card in the WTA folder in student Xenon folder. If a WTA folder does not exist, create one by clicking on New Folder in the Save dialogue box. Remind students to save frequently. Use File/Save or (Command S)
24. Pass out the Student Checklist. Students should check items off as they complete the tasks. Remind students to keep hands on home row when typing.
25. Students create the project, working independently, with teacher providing support, as needed.
26. Spell check and proofread.
27. Students should not need to print this document until it is in its FINAL version. **ONLY** the final version should be printed on the color printer.

NOTE: Keep in mind that printing on business card stock can present some logistical problems. Since **ANYONE** in the building can (and will) select the color printer, you do not want to place card stock in the printer in the lab and have kids print “whenever they are ready.” Our suggestion is that teachers instruct students to submit the final version to the teacher’s electronic drop box, and the teacher will print all sheets on card stock, during a time when printing can be closely monitored. See your instructional technology specialist for assistance in using the electronic drop box.

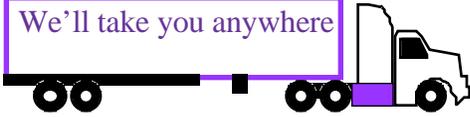
Student Independent Checklist

You are about to create a set of ten business cards for your travel agency. The ten cards will be identical and must include the following information. A sample card appears at the bottom of the page. Your business card must contain the following:

- Your complete name
- Your travel agency name
- Your agency's phone number and address
- Your agency's motto
- EXACTLY (no more, no less) TWO different fonts
- Two or more different font sizes
- An appropriate piece of clip art from either the AppleWorks clippings library or from the World Wide Web
- A plain line or patterned border around the edge of the card
- Spell check and proofread
- Print



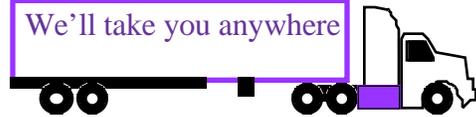
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World-Wide Travel Agency

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New York, NY 12945*

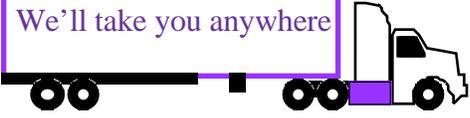
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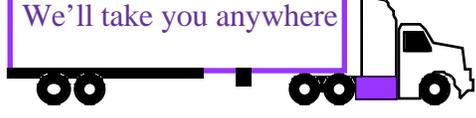
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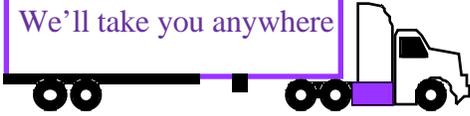
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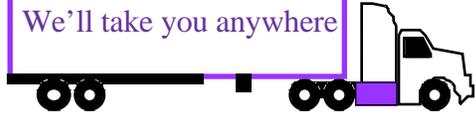
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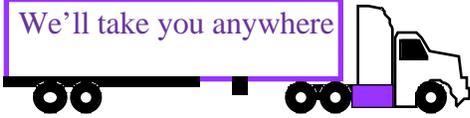
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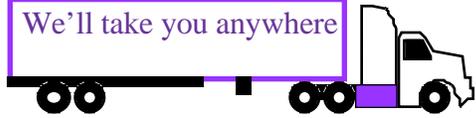
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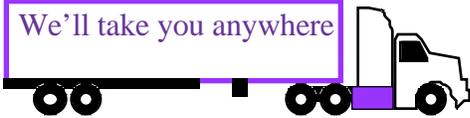
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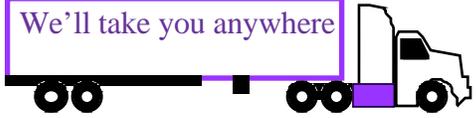
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